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Building A Scholarly Communications Brand: The Scholars Cooperative At Wayne State University

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BUILDING A SCHOLARLY COMMUNICATIONS BRAND: The Scholars Cooperative at Wayne State University

scholarscooperative

Who and where?

Scholarly Communications Librarians and the Digital Publishing Team at Wayne State University

Why?

To combine Scholarly Communications and Digital Publishing services at the Wayne State University Library System under a single identity. This identity serves as the marketing and outreach tool for the branding of these services. This branding will inform faculty and staff of these services as well as assist librarians in promotion.

How?

The Scholarly Communications Librarians and the Digital Publishing Team developed a strategy for creating this identity by asking:

1. What is the advantage?
2. What services will be offered?
3. What will this identity be called?

And then by:

1. Gaining approval from administration
2. Getting buy-in from other librarians

Future?

To continuously advance The Scholars Cooperative mission through various engaging enterprises. This includes an active and up-to-date web presence and persistent development of marketing and outreach activities. We have created handouts, utilize a University blog to push news and updates, and brand informational sessions with our identity.



Inform

SC provides programs, workshops and discussions on topics relating to your scholarly publishing activities, crafted for a range of audiences.

- Scholarly Communications
- Open Access
- Digital Collections@Wayne State
- Copyright
- Authors Rights



Consult

SC gives individual consults on a range of topics relating to publishing, teaching and scholarship.

- CV Review
- Copyright Issues
- Course Design
- Becoming Open Access



Publish

SC offers a number of publishing support services to help you disseminate your scholarship more broadly and effectively.

- Journal Publication
- Digitization
- Self- or Mediated Archiving
- Post-Print Formatting
- DigitalCommons@WayneState



Library System

scholarscooperative.wayne.edu

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